

**Deadline for submission extended to March 16<sup>th</sup>, 2019 – voting will begin on March 18<sup>th</sup>**

### **AzATA – National Athletic Training Month High School Student Aid Video Contest**

The AzATA Board of Directors and Communications Committee invites you to show your pride in athletic training and take part in the AzATA High School Student Aide Video Contest. In recognition of National Athletic Training Month (NATM), the AzATA will be holding a video contest to promote the profession of athletic training and to engage high school students from across the state.

This year's NATM slogan is "ATs are Health Care."

Programs who wish to participate should create a video that positively promotes the athletic training profession and follows the theme of "ATs are Health Care". Videos will be submitted to the AzATA Communications Committee and will then be distributed via AzATA Social Media outlets. Programs will then promote their videos throughout the month of March. At the end of the contest, the top 4 videos with the most "likes" will be identified, and the AzATA Board of Directors will vote on the winner and runner up. We are excited to see what creative submissions our Arizona students will come up with!

Visit the NATA for more details on National Athletic Training Month  
<https://www.nata.org/advocacy/public-relations/national-athletic-training-month>

#### **Contest Rules:**

This contest is open to all Arizona high school student athletic training/sports medicine programs. Students are free to be creative to produce a unique video that promotes the athletic training profession and elaborates on the theme of "ATs are Health Care." Videos must be original work created by the athletic training student aides, and must positively promote the profession of athletic training using correct information and terminology (athletic trainer, athletic training facility, athletic training student, etc.), and be a maximum of three minutes. Videos must also adhere to the appropriate use of athletic training student aides, as outlined by the NATA at <https://www.nata.org/professional-interests/job-settings/secondary-school/resources/student-aid-faq>. Videos that portray student aides in roles that fall outside of these guidelines will not be accepted. Each program can submit one video entry, and all entries must be approved by the school's sports medicine teacher and emailed from their official school email account to the AzATA communications committee at [communications@azata.net](mailto:communications@azata.net). In the body of the email, include a short explanation of the video, the names of any AT students involved in the video making process, and school name. Entries will be accepted through March 9th (midnight MST).

#### **Winners:**

Beginning on March 11<sup>th</sup>, all submitted videos will be available on selected AzATA social media outlets. Programs are encouraged to promote their videos to their local communities to gain as many "likes" as possible. The AzATA Communications Committee will also actively promote the contest via social media. The top 4 most "liked" entries as of 5pm (MST) March 31 will be voted on by the AzATA Board of Directors to determine the contest winner and runner up.

Videos should reflect the theme “ATs Are Health Care.” All videos will be judged on the following criteria (1) message clarity and relevance to theme, (2) factual content, (3) videography and audio style (4) creativity, and (5) organization. Programs with the winning and runner up videos will receive commemorative plaques and will be recognized at the Annual AzATA Winter Symposium during the Awards Banquet.

**More Information:**

Contact the AzATA communications committee at [communications@azata.net](mailto:communications@azata.net) (attn: NATM Student Video Contest) regarding any questions or concerns.